

BBA Semester – 3 Examination
November/December -2020
Subject: Principles of Marketing
Subject Code: 20699

Time:

08 DEC 2020

Marks: 70

Q:1 Define marketing. Explain about various functions of marketing in detail. (18)

OR

Q:1(A) Short note : Marketing and Societal Marketing (09)

Q:1(B) Discuss about marketing environment. (09)

Q:2 What do you mean by term “Consumer Behaviour”? Explain about various factors(18) affecting it.

OR

Q:2(A) Explain about consumer buying decision process. (09)

Q:2(B) Short note: Buyer’s role (09)

Q:3 Define service. Describe 7 Ps of service marketing with example of your choice. (17)

OR

Q:3(A) Discuss importance of market segmentation. (09)

Q:3(B) Short note: Mass marketing Vs. Segmentation (08)

Q:4 Discuss about various pricing strategies. (17)

OR

Q:4(A) Short note: Advertisement and personal selling (09)

Q:4(B) Discuss about physical distribution system. (08)

નોંધ:

- પ્રશ્નપત્રનો સમય ૧.૩૦ કલાકનો રહેશે.
- પ્રશ્નપત્રમાં ૪ પ્રશ્નોમાંથી કોઈ પણ ત્રણ પ્રશ્નોના જવાબ આપવાનો રહેશે.
- દરેક પ્રશ્નના ગુણ એકસરખા (૧૪ માર્ક્સ) રહેશે. પ્રશ્નપત્ર કુલ ૪૨ માર્ક્સનું રહેશે.